

Philip Morris
Parliament Lights
Monthly Reach & Frequencies

	<u>Jan</u>	<u>Feb</u>	<u>Mar</u>	<u>Apr</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Aug</u>	<u>Sept</u>	<u>Oct</u>	<u>Nov</u>	<u>Dec</u>	<u>Total</u>
PRINT	26/1.5	48/1.8	40/1.9	54/2.4	51/2.4	44/2.3	55/2.3	30/1.9	47/1.9	41/1.9	38/1.8	44/1.9	82/11.3
OOH													
New York	78/17.8	78/17.8	79/19.0	83/23.2	83/23.5	83/23.5	83/23.5	83/23.5	82/22.0	81/21.4	81/21.4	81/21.4	85/20.4
Philadelphia	65/11.5	65/11.5	85/27.4	88/34.0	88/34.0	88/34.0	69/13.0	69/13.0	83/24.1	83/24.1	83/24.1	83/24.1	86/21.9
Boston	38/6.4	51/8.2	45/7.3	53/8.5	82/22.0	82/22.6	82/22.6	82/22.6	45/7.3	45/7.3	45/7.3	89/32.0	78/13.5
Miami	---	84/24.7	84/24.7	84/24.7	84/24.7	---	---	86/29.0	86/29.0	---	84/24.7	84/24.7	83/17.4

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MONTH.XLS

Philip Morris
Parliament Lights
Localized Typical Reach & Frequencies

PRINT**A21-34, smoker**

		<u>1Q</u>	<u>2Q</u>	<u>3Q</u>	<u>4Q</u>	<u>Full Yr</u>
National	R/F	31/1.8	46/1.9	42/1.8	41/1.7	42/1.8
	GRPs	56.0	90.0	77.0	72.0	77.0
New York	R/F	51/2.0	56/2.5	56/2.4	44/1.8	53/2.2
	GRPs	102.9	140.6	127.3	80.7	116.1
Philadelphia	R/F	42/1.8	51/2.1	50/1.9	42/1.7	47/1.9
	GRPs	77.1	107.7	98.2	73.0	92.3
Boston	R/F	46/2.0	58/2.8	52/2.1	52/2.1	53/2.3
	GRPs	94.1	165.1	110.2	109.4	122.9
Miami	R/F	53/2.3	53/2.4	51/2.0	42/1.8	52/2.1
	GRPs	123.8	127.5	103.4	74.5	110.6

OOH

New York	R/F	82/17.0	87/22.5	86/21.9	81/21.4	85/20.4
	GRPs	1,410	1,950	1,890	1,740	1,734
Philadelphia	R/F	79/16.0	88/34.0	79/16.0	83/24.1	86/21.9
	GRPs	1,290	3,000	1,290	2,010	1,883
Boston	R/F	45/7.3	78/17.8	80/17.0	78/15.0	73/13.5
	GRPs	330	1,380	1,350	1,170	986
Miami	R/F	82/17.0	82/18.0	84/20.0	82/17.0	83/17.4
	GRPs	1,410	1,500	1,680	1,410	1,444

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